

Rep Order# 6849143	Ver# 1	Status New	Traffic Order#	Printed: 09/10/2012 5:59 PM	1 of 4
EC'd Yes				Last Received: 09/05/2012 10:13 AM	
				Showing Buylines: All Lines	

Station WAVY-TV NORFOLK, VA.	Agency () WATERFRONT STRATEGIES	Rep Firm
Advertiser () MAJORITY PAC	3050 K ST NW	Sales Office () PHILADELPHIA
Product SENATE MAJORITY PAC	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate#	Agency C/P1/P2/E	
Buyer SPENCER WOOD	Flight Dates 10/30/2012 - 11/06/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS IS A NEW CONTRACT
TOTAL 40,100
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/30-11/02	3	1	3	\$2,100.00	
				Buyline Comment: EARLY AM NEWS								
	2	M-TU	5A-6A	EARLY AM NEWS	:30	\$700.00	11/05-11/06	1	1	1	\$700.00	
				Buyline Comment: EARLY AM NEWS								
	3	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	4	M-TU	6A-7A	AM NEWS	:30	\$2,000.00	11/05-11/06	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	5	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	6	M-TU	7A-9A	TODAY SHOW	:30	\$2,000.00	11/05-11/06	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	7	SA	7A-8A	SAT AM NEWS	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
				Buyline Comment: SAT AM NEWS								
	8	SU	7A-8A	SUN AM NEWS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
				Buyline Comment: SUN AM NEWS								

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Hiatus Weeks

Rep Firm
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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	11/04-11/04	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY TODAY SHOW								
	10	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/30-11/02	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	11	M	9A-10A	TODAY SHOW 2	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
				Buyline Comment: TODAY SHOW 2								
	12	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/30-11/02	2	1	2	\$800.00	
				Buyline Comment: TODAY SHOW 3								
	13	M	10A-11A	TODAY SHOW 3	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
				Buyline Comment: TODAY SHOW 3								
	14	TU-F	12P-1P	NOON NEWS	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
				Buyline Comment: NOON NEWS								
	15	M	12P-1P	NOON NEWS	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
				Buyline Comment: NOON NEWS								
	16	TU-F	530P-6P	530P NEWS	:30	\$1,500.00	10/30-11/02	1	1	1	\$1,500.00	
				Buyline Comment: 530P NEWS								
	17	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/30-11/02	2	1	2	\$4,000.00	
				Buyline Comment: 6P NEWS								
	18	M	6P-630P	6P NEWS	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
				Buyline Comment: 6P NEWS								
	19	SU	6P-7P	SUNDAY 6P NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: SUNDAY 6P NEWS								

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	20	M	6P-7P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	21	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											
	22	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/30-11/02	4	1	4	\$2,000.00	
	Buyline Comment: THE TONIGHT SHOW											
	23	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	Buyline Comment: THE TONIGHT SHOW											
	24	TU-F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/30-11/02	1	1	1	\$150.00	
	Buyline Comment: JIMMY FALLON											
	25	M	1235A-135A	JIMMY FALLON	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	Buyline Comment: JIMMY FALLON											

---REPORT TOTALS---

Report Totals: 36 / \$40,100.00

---SALES MONTHLY TOTALS---

Nov 12: 36 / \$40,100.00
Sales Totals: 36 / \$40,100.00
Station Totals: 36 / \$40,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$108,378	CATV 0%	WAVY 37%	WGNT 6%	WPXV 0%	WTKR 7%
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WTVZ 4% WVBTV 14% WVEC 32%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE